

MANAGEMENT PROGRAMME

Term-End Examination

June, 2010

MS-62 : SALES MANAGEMENT

03053

Time : 3 hours

Maximum Marks : 100

(Weightage 70%)

Note :

- (i) *Answer any three questions from Section-A.*
 - (ii) *Section-B is compulsory.*
 - (iii) *All questions carry equal marks.*
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SECTION - A

1. (a) Explain the key decision areas in the sales management which are particularly relevant to strategy formulation.
- (b) Explain the importance of oral and non - verbal communication in an attempt to convert a suspect into a prospect.
2. (a) What is the advise to firms which generally adopt a policy of hiring only experienced salespersons and preferably who have had experience of selling allied and competitive products ? List out the merits and demerits of such an approach.

- (b) What are the basic components of a compensation package? Explain briefly the factors influencing the design of compensation schemes.
3. (a) Critically evaluate the significance of monitoring and controlling the firms sales force in the light of the enterprise's sales objectives.
- (b) What is sales organisation? Describe the process of designing a sales organisation.
4. Write short notes on **any three** of the following :
- (a) Situations conducive for personal selling
- (b) Steps in negotiation
- (c) Components of Sales reports
- (d) Improving Territory Productivity
- (e) Meaning and Importance of Sales Quota.

SECTION - B

5. Read the case given below and answer the questions given at the end.

You are the Sales Manager for a Western India Company, and you just received a memo from the company President indicating that the firm will soon be switching all sales and marketing activities through the use of personal computers/Lap Tops. Although the sales people have been doing a good job manually for years, you feel that the majority will welcome this new shift. However, you do have a few veteran sales people who may resist changing over to the computer based system and wish not to upset or alienate these individuals. They are extremely important to your sales force and often act as "mentors" to the newer sales people in the company.

Questions :

- (a) As a sales manager, what steps you would consider to handle this situation while keeping sales force morale high ?
- (b) Discuss how computerisation in sales function can be used as a distinct competitive advantage.